

VLISCO TAILORING SERVICE

Vlisco has been producing uniquely designed and crafted wax printed textiles for 170 years and is renowned for its quality and authenticity. It is the only genuine Wax Hollandais, since 1846. With our Prêt-à-Couture service, we offer consumers not only the best custom-made service in town, we also allow clients a chance to work with us and create something unique that is tailor-made just for them. This service is exclusively available at the Vlisco Boutiques across West- and Central Africa.

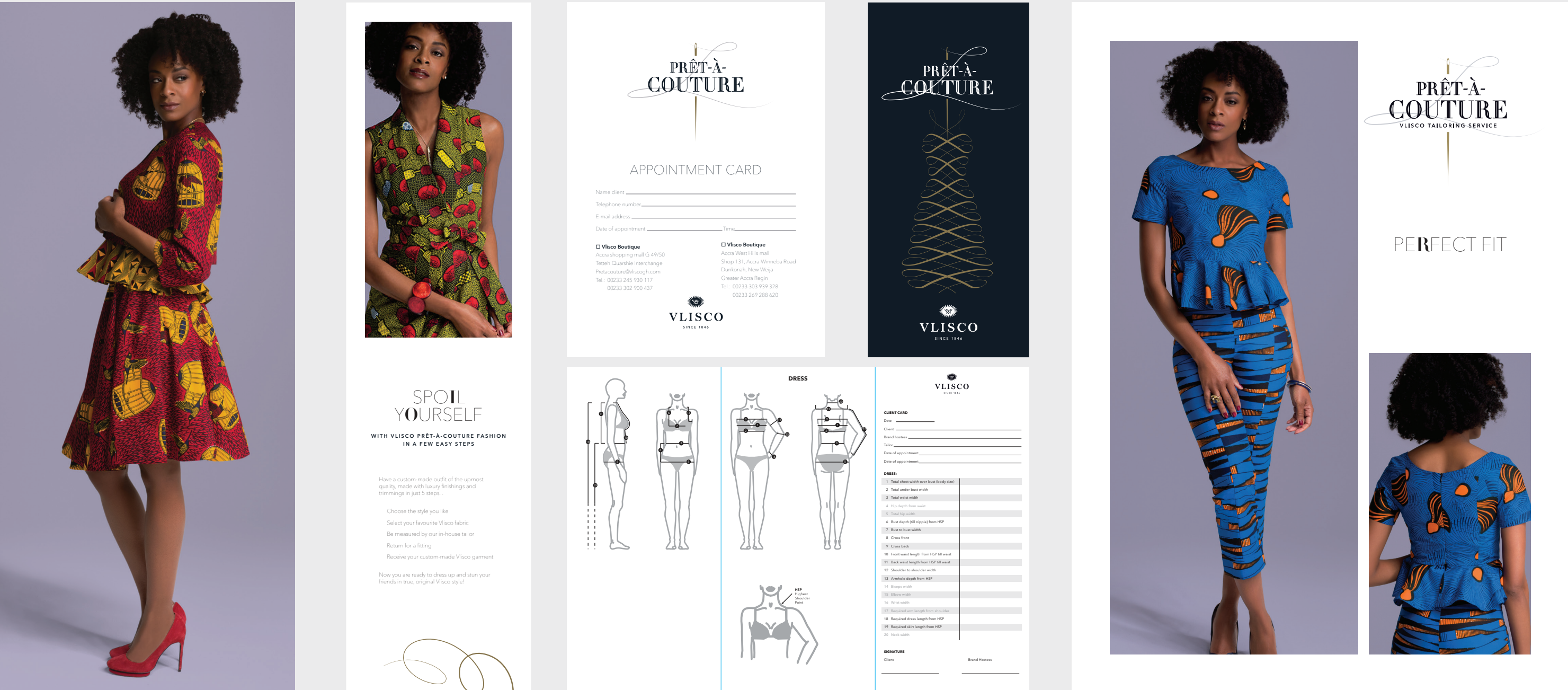
PRÊT-À-COUTURE

VLISCO TAILORING SERVICE



HOW IT WORKS

- 1 Choose from the available Prêt-à-Couture styles
- 2 Be measured by our in-house tailor
- 3 Select your favourite Vlisco fabric(s)
- 4 Return for a fitting
- 5 Receive your custom-made Vlisco garment



PROCESS



VALUE PROPOSITION

CONSUMER FRUSTRATIONS:

- Deadline issues
- Misinterpretations in regards of style
- Wrong fit
- Poor finishing in regards of quality & trims
- Liability lies with consumer

CONSUMER BENEFITS:

- Care-free & risk-free tailoring
- One-stop shopping experience
- Personalized style by silhouette, fit & fabric
- Quality & delivery guarantee

TAILOR CHALLENGES:

- Poor business development
- Lack of skills
- Pressure of client
- Poor circumstances
- Time consuming trim sourcing
- Poor retention of clients

TAILOR BENEFITS:

- Training & education (Vlisco certification)
- Business & entrepreneurial support
- Business exposure
- Production capacity for Designers

BUSINESS CHALLENGES:

- Increased competition
- Fast changing fashion behavior
- Identity blur of Wax Print brands

BUSINESS BENEFITS:

- Differentiated brand perception
- Consumer insights
- Fashion insights
- Improved brand experience
- Increased retail transaction value
- Improved relationships
- Scalability

FASHION DESIGNER CHALLENGES:

- Lack of production facilities
- Lack of exposure
- Lack of professionalism

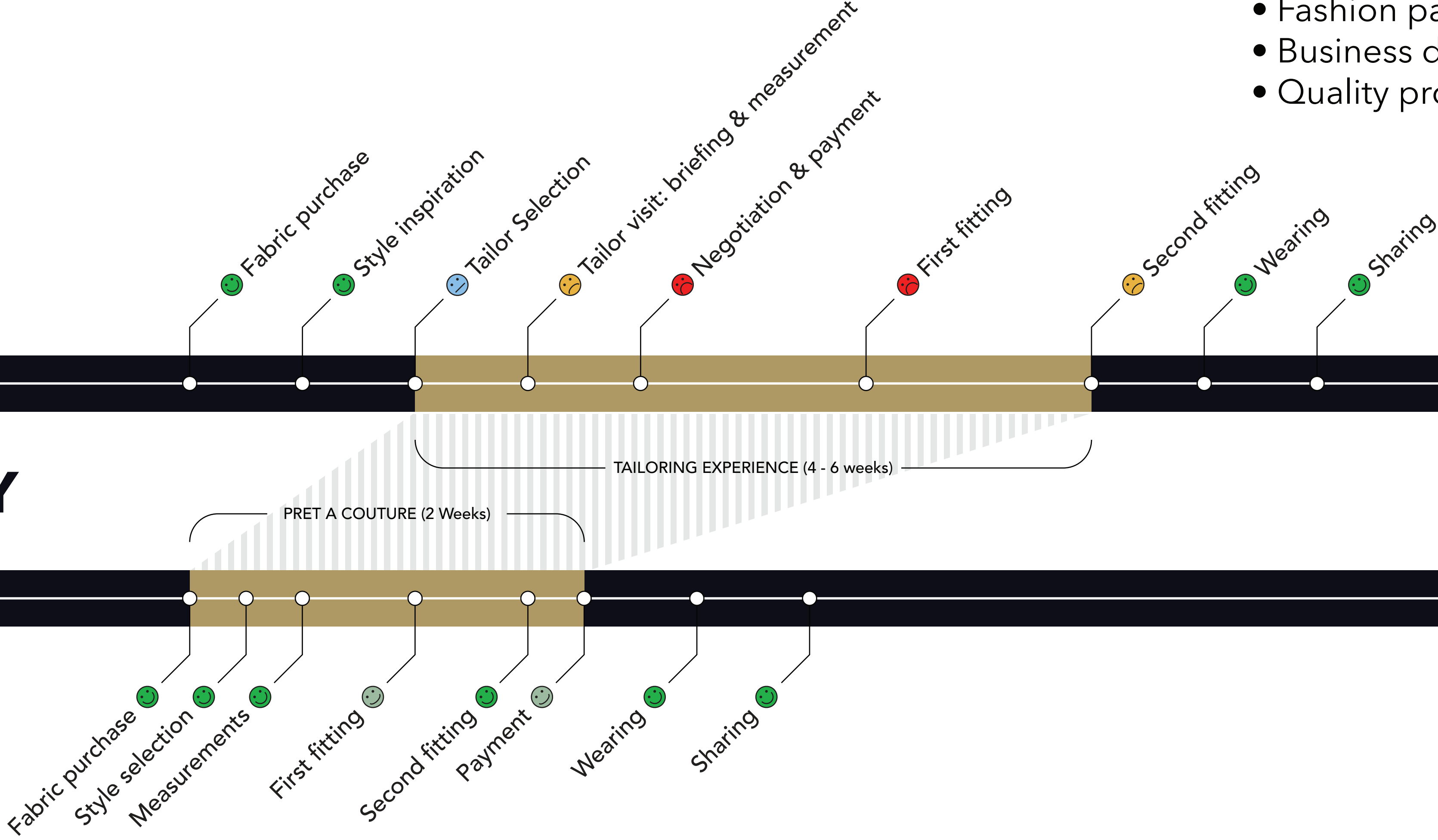
FASHION DESIGNER BENEFITS:

- Training & education (Vlisco certification)
- Fashion partnerships
- Business development
- Quality production partnerships

TYPICAL TAILORING PROCESS

CONSUMER JOURNEY

VLISCO TAILORING SERVICE



RESULTS

After 3 months

440
garments
sold

3,6
pieces per
client
on average

€25K
additional
revenue

IMPACT

- Happy and loyal consumers
- Free local media coverage and exposure
- New fashion partnerships with local designers and tailors
- Governmental partnerships & liaisons